Print Date 11/02/12 09:55:36

23

\$4,825.00

\$4,101.25

0.00

## ORDER

**Orders** Order / Rev: 218518 Alt Order #: 6869024 Product Desc: Estimate: WOTV Flight Dates: 10/31/12 - 11/05/12 Primary AE: Petry Philadelphia Original Date / Rev: 10/30/12 / 11/02/12 Sales Office: P-PHI Order Type: REG Sales Region: Nat Agency Name: **Brabender Cox Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 932 Edwards Ferry Road Billing Cycle: EOM/EOC Leesburg, VA 20176 Agency Commission: 15% Advertiser Name: POL/Pete Hoekstra For Senate Demographic: A35+ New Business Thru: **Product Codes:** PL1 Order Separation: 00:15:00 Priority: Р3 Advertiser External ID: Revenue Codes: AGY, POL, POL-CAND Agency External ID: IN12303/TO1358/SP11154 Bill Plan **Totals** Start Date End Date # Spots Gross Amount Month Gross Amount Net Amount # Spots Net Amount Rating November 2012 \$4,825.00 \$4,101.25 0.00 11/05/12 10/29/12 23

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Petry Philadelphia			Start Of Order - End Of Order	100%	

\$4,101.25

Totals

\$4,825.00

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 WOTV	10/31/1	2 11/02/12	GMA	CM	7-9a	WTF	:30	3	\$50.00P4	0.00 NM	3	\$150.00
			Good Morning A	merica								
<u>Star</u>	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	9/12	11/04/12	WTF	3	\$50.00	0.00						
N 2 WOTV	10/31/1	2 10/31/12	News 8 @ 6p	СМ	6-630p	W	:30	1	\$75.00P4	0.00 NM	1	\$75.00
			News 8 @6p									
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2	9/12	11/04/12	W	1	\$75.00	0.00						
N 3 WOTV	10/31/1	2 11/02/12	M-F 7-8p	СМ	7-8p	WTF	:30	3	\$150.00P4	0.00 NM	3	\$450.00
			Rules of Engage	ment								
<u>Starf</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2	9/12	11/04/12	WTF	3	\$150.00	0.00						
N 4 WOTV	11/01/1	2 11/02/12	Jimmy Kimmel	СМ	1206a-106a	TF	:30	2	\$50.00P3	0.00 NM	2	\$100.00
			Jimmy Kimmel									
<u>Start</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2	9/12	11/04/12	TF	2	\$50.00	0.00						
N 5 WOTV	11/05/1	2 11/05/12	Jimmy Kimmel	CM	1206a-106a	M	:30	1	\$50.00P3	0.00 NM	1	\$50.00
			Jimmy Kimmel									
<u>Start</u>	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/0	5/12	11/11/12	M	1	\$50.00	0.00						
N 6 WOTV	11/01/1:	2 11/02/12	Daybreak @ 6	CM	6-7a	TF	:30	2	\$75.00P3	0.00 NM	2	\$150.00
			Daybreak @ 6									
<u>Start</u>	: Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/2	9/12	11/04/12	TF	2	\$75.00	0.00						

Print Date: 11/02/12 09:55:37

Page 2 of 2

Order / Rev:

218518

N18 WOTV 11/05/12 11/05/12

Start Date

Week: 11/05/12

**GMA** 

**End Date** 

11/11/12

Good Morning America

Weekdays

M-----

СМ

Spots/Week

7-9a

Rate

\$100.00

Advertiser:

Estimate:

POL/Pete Hoekstra For Senate

Alt Order #: Flight Dates: 6869024

10/31/12 - 11/05/12

Product Desc:

:30

\$100.00P3

0.00 NM

M----

Rating

0.00

WOTV

Ln Ch Start Days End Inventory Code Break Start/End Time Len Spots Rate Pri Rtg Type Spots Amount N 8 WOTV 11/01/12 11/02/12 The View CM 11a-12p :30 \$200,00P3 0.00 NM \$400.00 The View Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ---TF--\$200.00 0.00 N 9 WOTV 11/05/12 11/05/12 The View СМ 11a-12p M----:30 1 \$200.00P3 0.00 NM 1 \$200.00 The View Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 \$200.00 0.00 N 10 WOTV 11/01/12 11/02/12 Nightline CM 1135-1206a ---TF--:30 2 \$150.00P3 0.00 NM 2 \$300.00 Nightline Start Date End Date Spots/Week Weekdays <u>Rate</u> Rating ---TF--Week: 10/29/12 11/04/12 \$150.00 0.00 N11 WOTV 11/05/12 11/05/12 Nightline СМ 1135-1206a M-----:30 \$150.00P3 0.00 NM \$150.00 1 Nightline Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating M----Week: 11/05/12 11/11/12 1 \$150.00 0.00 N14 WOTV 11/02/12 11/02/12 Fri Hour 2 CM 9-10p ---F--:30 1 \$750.00P3 0.00 NM \$750.00 1 Friday 9-10p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 ----F--\$750.00 0.00 N15 WOTV 11/02/12 11/02/12 Fri Hour 3 CM 10-11p ---F--:30 1 \$750.00P3 0.00 NM \$750.00 1 Friday 10-11p Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 ----F--\$750.00 0.00 N 16 WOTV 11/01/12 11/01/12 CMA Awards CM CMA Awards ---T---:30 1 \$800.00P4 0.00 NM \$800.00 1 CMA Awards Start Date **End Date** Weekdays Spots/Week Rate Rating ---T---Week: 10/29/12 11/04/12 \$800.00 0.00 N17 WOTV 11/04/12 11/04/12 Sun Hour 1 CM 7-8p ----S :30 \$400.00P4 0.00 NM 1 \$400.00 Sunday 7-8p **Weekdays** Start Date End Date Spots/Week Rate Rating Week: 10/29/12 ----5 11/04/12 \$400.00 0.00

> Totals 23 \$4,825.00

1

\$100.00